



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 10-31-2012 PAGE: 1 of 3

GREER, MARGOLIS, MITCHELL, BURNS &  
ASSOC - 863  
ATTN: MAURA GILROY  
3050 K STREET, NW  
WASHINGTON DC 20007

Contract No 404079	Contract Dt 10-30-2012	Revision Dt 10-30-2012	Rev# 1	Advertiser OBAMA FOR AMERICA	Brand BARACK OBAMA FOR PRES	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA							
Agency Est#			CMS # 247547	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-30-2012	End Date 11-05-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247547					
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
1	10-30-2012	10-30-2012	08:00PM - 09:00PM	PRIME TU8 (7014)				8	30		X							1	12,000	1	12,000.00
2	10-30-2012	10-30-2012	09:00PM - 10:00PM	PRIME TU9 (7015)				8	30		X							1	8,000	1	8,000.00
3	10-30-2012	10-30-2012	10:00PM - 11:00PM	PRIME TU10 (7016)				7	30		X							1	12,000	1	12,000.00
4	10-31-2012	10-31-2012	08:30PM - 09:00PM	PRIME WE8 (7019)				8	30			1						1	11,000	1	11,000.00
5	10-31-2012	10-31-2012	09:00PM - 10:00PM	PRIME WE9 (7020)				7	30			1						1	25,000	1	25,000.00
6	10-31-2012	10-31-2012	10:00PM - 11:00PM	PRIME WE10 (7021)				7	30			1						1	15,000	1	15,000.00
7	11-02-2012	11-02-2012	08:00PM - 09:00PM	PRIME FR8 (7042)				8	30					1				1	6,000	1	6,000.00
8	11-02-2012	11-02-2012	09:00PM - 10:00PM	PRIME FR9 (7043)				8	30					1				1	9,000	1	9,000.00
9	11-02-2012	11-02-2012	10:00PM - 11:00PM	PRIME FR10 (7044)				8	30					1				1	6,500	1	6,500.00
10	11-04-2012	11-04-2012	08:00PM - 09:00PM	PRIME SU8 (7049)				9	30								1	1	12,000	1	12,000.00
11	11-04-2012	11-04-2012	09:00PM - 10:00PM	PRIME SU9 (7050)				8	30								1	1	15,000	1	15,000.00
12	11-04-2012	11-04-2012	10:00PM - 11:00PM	PRIME SU10 (7051)				9	30								1	1	6,000	1	6,000.00
13	11-05-2012	11-05-2012	08:00PM - 10:00PM	PRIME MO8 (7008)				8	30	1								1	15,000	1	15,000.00
14	10-31-2012	11-02-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)				7	30			1	1	1				3	4,000	3	12,000.00
15	11-05-2012	11-05-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)				7	30	1								1	4,000	1	4,000.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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404079	10-30-2012	10-30-2012	1	OBAMA FOR AMERICA	BARACK OBAMA FOR PRES	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title		
			247547	PHILADELPHIA	A. CLIFFORD	10-30-2012	11-05-2012	M (Broadcast Month, Cycle 1)							N	247547		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
16	10-31-2012	11-02-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	7	30			2	2	2			6	1,600	6	9,600.00	
17	11-05-2012	11-05-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)	7	30	2							2	1,600	2	3,200.00	
18	10-31-2012	11-02-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)	9	30			2	2	2			6	700	6	4,200.00	
19	11-05-2012	11-05-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)	9	30	2							2	700	2	1,400.00	
20	10-31-2012	11-02-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	7	30			2	2	2			6	1,600	6	9,600.00	
M	MG Group #	Preempted	Rate Reason	MG Description		Duration												
	336008	10-31-2012	1,600 PER SALES MANAGEMENT	1 X 30 @ \$100 S 01:35AM - 02:35AM - 11/03/12-11/03/12 (7767)	9	30						X		1	100	1	100.00	
	Total:		1,600											Preempt Total:		-1	-1,600.00	
21	11-05-2012	11-05-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)	7	30	2							2	1,600	2	3,200.00	
22	11-01-2012	11-02-2012	01:00PM - 03:00PM	DAYTIME 1-4P WEEKDAY (6952)	8	30				2	1			3	1,100	3	3,300.00	
23	11-05-2012	11-05-2012	01:00PM - 03:00PM	DAYTIME 1-4P WEEKDAY (6952)	8	30	1							1	1,100	1	1,100.00	
24	11-01-2012	11-01-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30				1				1	2,200	1	2,200.00	
25	11-03-2012	11-03-2012	12:35AM - 01:35AM	LF SAT CASTLE (7766)	8	30						1		1	200	1	200.00	
														Contracted Gross Total:		47	206,500.00	
														Actual Gross Total:		47	205,000.00	
														Agency Commission:			30,750.00	
														Net Total:			174,250.00	

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Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Month/YR			Preempted		Made Good		Contract Total		Adjustments							Actual Total				
Nov 12			1,600.00		100.00		206,500.00		1,500.00 CR							205,000.00				
TOTAL			1,600.00		100.00		206,500.00		1,500.00 CR							205,000.00				

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